

**PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM
GOVERNING BOARD**

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:40 p.m. on Monday, January 13, 2014 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kevin Kuehn, Tom Sieber, Kramer Rock, Sandy Juno, Bernie Erickson,
Diane Ford

ALSO

PRESENT: Beth Lemke, Bill Meindl (Green Bay Development News)

CALL MEETING TO ORDER

1. Chairman Kuehn called the meeting to order at 4:40PM.

2. APPROVE/MODIFY AGNEDA

Motion made by Bernie Erickson and seconded by Diane Ford to approve the agenda.

Vote taken.

MOTION APPROVED UNANIMOUSLY.

3. Update and Discussion on FY 14 budget and program plans

Museum staff and Neville Public Museum Foundation staff have approved a storyboard. Arketype will be constructing a website using Business Catalyst Online Business Platform (Adobe Systems). The site will include a content management system (CMS) for ease of updating the website, a customer relationship management (CRM) system for keeping track of customers and prospects, an email marketing module, a blogging engine, and Google Analytics for website performance, and an E-Commerce Engine for donations.

Neville staff will focus efforts in 2014 towards digital projects such as 100 Years 100 Objects and 25 most requested digital reproductions from the Press Gazette photography collection.

Museum Staff are busily working on the research, design and fabrication of *A Century of Discovery*, which will include exhibitions on the museum's past, present and future (opening 1/25/13) as well as rotating components on the 100th anniversary of WWI (opening 2/8/13).

Staff are also working with the Packers Hall of Fame Inc. Board towards shared goals of a late spring opening of *Touchdown! Green Bay Packers Hall of Fame Inc. at the Neville Public Museum*. Discussion ensued, no action taken.

4. Discussion of Museum Master Plan. Robert Mac West of Informal Learning Associates was hired as the consultant to work with museum and county staff and stakeholders. Discussion ensued, no action taken.

5. Adjournment. Motion to adjourn made at 5:15 by Kevin Kuehn seconded by Diane Ford.

MOTION APPROVED UNANIMOUSLY